

BUSINESS NEWS BUREAU:

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The Tribune's Page of Business News

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Beekman 3000Huge Foreign Orders to
Spur Prosperity HereEuropean Demand for American Products Will Tend
to Prevent Price Recessions—Building Proceeds
as Confidence in Stability of Markets Grows

ESTIMATING the prospect for business during the next few months two factors of prime importance must be given first consideration. They are:

1. The extent of European purchases in this country, and
2. The trend of prices.

That the European demand for American products will be enormous can scarcely be doubted. Whether it can be filled is another question, one to which an affirmative answer is almost certain to be found in the near future. The problem, fundamentally, is one of credits. America, if it is to accept the full business that will surely be offered and assist the Allied countries to recover from the devastating effects of war, must advance perhaps \$2,000,000,000 in the next twelve months to enable them to settle the international account. And this figure leaves out of consideration the German requirements, estimated at not less than \$500,000,000.

It is a huge task, but one that seems less formidable when contrasted with the tremendous financial operations of the last two years. The country's leading financiers have already prepared and soon will lay before the Administration, an adequate programme for meeting the situation. It is in tentative form and may be widely altered as circumstances demand, but by one method or another the necessary credits will be provided. That is the almost unanimous conviction of the leading international bankers.

It follows, therefore, that the domestic demand for goods, already larger in instances than the supply and growing toward capacity in other lines, will be supplemented by what may really amount to a veritable scramble among foreign buyers for the products of our fields and factories. And with a new and eager bidder about to enter the market the prospect of lower prices would seem to be slender.

At any rate, it is apparent that the conviction is fast gaining ground among American business men that no considerable recession of prices may be expected in the near future. They recognize that the state of domestic demand is approaching a balance with supply, where the scales are not already tipping down on the side of demand, and that the supply of money and credit—a fundamental influence—is not shrinking. Confidence in the stability of price, or at least confidence that prices will not soon go much lower, has so far replaced the pessimistic view prevailing only a few weeks ago that there is little disposition to defer work of a permanent character, such as building. Projected buildings permits for which were obtained in June called for the expenditure of three times as much money as was required for similar work in June, 1918. Municipal and other local governments are starting improvements on a scale larger than was ever known before. That was to be expected, for the country must do the work of yesterday, postponed by war, as well as the work of to-day.

Wall Street goes on writing the story of general business improvement on the ticker tape. Stock prices continue an upward course.

Basic Metals

Even the most optimistic had not expected an increase exceeding 600,000 tons in the unfilled orders on the books of the country's leading steel producer at the end of the half-year, but it came. Moreover, it was not the result of curtailed shipments, for shipments, so trade authorities said, increased substantially. What happened, apparently, was that new business was secured more rapidly than operations of the plants were expanded. The contrast with the poor showing a month before was striking. Then a decline of more than 500,000 tons in unfinished business was reported.

Current ingot production is at about 70 per cent of capacity. Sheet mill operations are at nearly 80 per cent of capacity and tin plate mills, reports indicate, are working at an even higher ratio.

The trend at last is indisputably upward. And history is that "as goes the steel industry, so goes the nation's business."

Equally encouraging is the improvement in the volume of foreign inquiries. One for 20,000 tons of basic iron came last week from Great Britain. Sweden and Holland are also in the market. Japan wants 5,000 tons of steel rails, in addition to the 30,000 tons recently placed among American manufacturers. Spain is inquiring for 5,000 axles, 10,000 wheels and other equipment.

The demand for pipe from the oil regions is unabated. The pipe mills are filled with orders that will keep them operating at capacity until the end of the year. The launching of long deferred building projects, involving the use of large tonnages of steel, is increasing steadily.

In the copper market interest attached to the fact that the price crossed the 20-cent level, thus bearing out the prediction made last May by the head of the Steel Corporation. Japan has been an important factor in this market, having purchased approximately 22,000,000 pounds of the metal since May.

Cotton

Prices in the New York Cotton Exchange last week revealed large trade buying and a heightened inquiry from export sources. The Liverpool market was firm, and reacted on the local exchange. The British centre was optimistic that a solution of the labor problems at Manchester had been reached, and that the workers would return to their spindles to-day. Prices, despite a favorable crop report, climbed well above the long looked-for 35-cent level toward the close of the week, showing an increase of 3 cents a pound from the low level of the previous week and of more than 7½ cents a pound from the bottom touched in the reaction last month.

A wet weather map gave courage to those who believed in a higher quotations, and the market, with the usual reactions on profit taking, climbed steadily upward. Exports thus far this year are already considerably 1,000,000 bales larger than in the same period last year, and the demand of the Central Powers, estimated at 2,000,000 bales, is yet to be expressed.

Grain

Interest in the wheat market centered in reports from Winnipeg that trading operations in wheat futures might soon be resumed. If this should take place, the disparity between Canadian and American prices, it is expected, would soon be wiped out.

More than 3,000,000 bushels of oats were exported during the week, and the general price tendency was upward. In the corn market, on the other hand, the market showed signs of being overbought and the government crop report, issued Wednesday, had a strikingly depressive effect on the movement of prices.

Cotton Goods

Large export orders, heavy demands from domestic jobbers, advanced prices and shortages of goods were the striking features of last week's movements in the cotton textile trade. Buyers from nearly every section of the country were numerous in the sample rooms of the leading mill agents, many of them were unable to induce

actual scarcity of goods prices were not likely to decline for months to come. Many jobbers advanced their quotations for black taffetas 2½ cents to 5 cents a yard, colored taffetas 15 to 25 cents, and black dueness, a heavy satin faced fabric, 5 to 10 cents.

Jobbers offered the leading manufacturers large orders for shipment during the months of January and February, but the mills, save in isolated instances, were averse to booking orders for delivery so far ahead. Where the mill owners accepted business for delivery over the last quarter of this year, it was stipulated that the buyers were not to hold the sellers to the exact due dates for the consignments.

Manufacturers of specialty silks, as distinguished from the staple weaves, took large orders for women's sport

costumes, the goods to be delivered during the spring season of 1920.

Some of the leading selling agents, in an effort to bring about increased outputs of the staple fabrics, have offered to purchase raw silk for a number of the smaller mills of the country, as well as to advance them money for the wages of their operatives.

Importers of French silks stated that they were receiving larger consignments from the Lyons mills. A limited yardage of French metal brocade wide ribbon was sold to large department stores at the wholesale price of \$20 a yard.

Manufacturers of silk hosiery, underwear and gloves have received so many orders that they have withdrawn their travelling salesmen from the road.

Transactions in raw silk were liberal during the forepart of the week.

When Shinshu No. 1, a standard grade of Japanese silk, rose to the high record price of \$9.25 a pound, later on there was a drop of 25 cents a pound, the first marked recession reported in two months, and as a result the manufacturers of the finished fabrics paused in their buying. The new Japanese crop of raw silk is estimated at 245,000 bales.

Apparel

Buying of fall apparel for women has started in earnest and manufacturers report that retailers are spending fully twice as much for their stocks this year as last. Influenced by the reported scarcity of merchandise, buyers flocked to the market earlier than usual this year. Some buyers appear

to be anticipating more than their usual needs in their early orders, while others are making their first fall purchases on a conservative basis, buying no greater amount of merchandise than in years past, but spending more money because of the increased prices, and the general tendency of the public to buy better grades of merchandise.

Manufacturers are advancing their prices daily and are advising their customers to place orders as quickly as possible. Some of the largest manufacturers of women's coats and suits say they will be compelled to cease taking orders for fall and winter goods about the first of September, because of the shortage of desirable cloths. Some manufacturers are considering the advisability of finishing the season with lower grade materials than they

have been in the habit of using. Lower grade cloths are not as scarce as are the better grades.

Summer dresses, waists and skirts and being ordered by the retailers for immediate delivery. They anticipate at least another four weeks' business in this class of merchandise. Stocks throughout the country are extremely low, necessitating "filling-in" purchases to complete the season.

In fall apparel for women the sales of coats and dresses appears to overshadow those of suits.

Most of the orders for men's clothing for next winter have been placed by the retailers. Some of the manufacturers are trying to obtain advances over the order prices, it is said, presenting the argument that manufacturing costs have increased so much

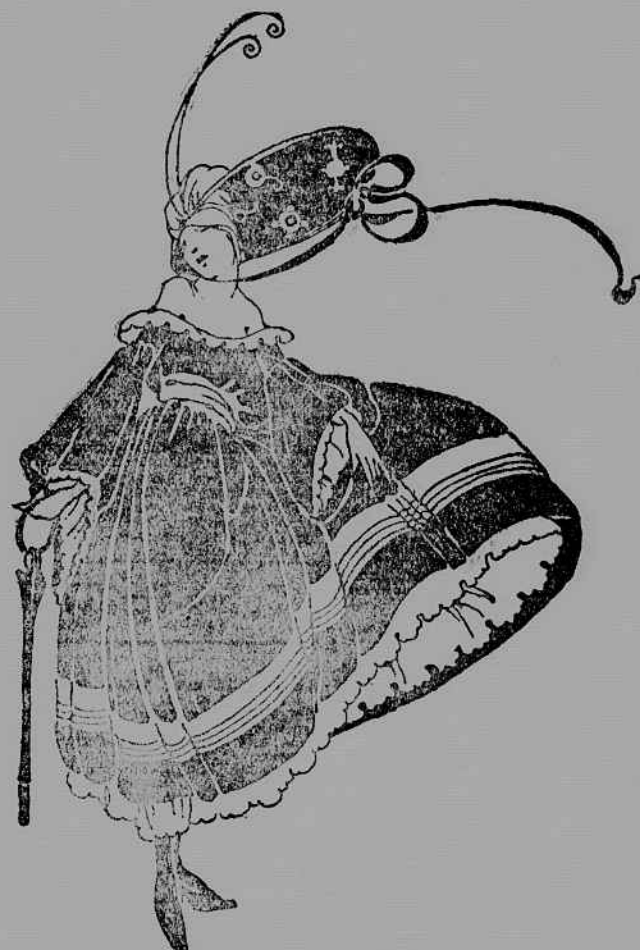
since the prices were figured, that profits will be eaten up if deliveries are made at the contract prices.

Furs

Almost all furs continue the upward price trend because of the increased demand for raw skins from the manufacturing furriers and the makers of fur-trimmed garments. Furs such as nutria, raccoon, beaver, Australian opossum, etc., are in brisk demand now for collars and cuffs on cloth coats, as well as on coats of Hudson seal and its many imitations.

Foreign furs have almost disappeared from the raw skin market, and manufacturing furriers have ceased to call

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ANNOUNCEMENT
to Merchants and Buyers

Grand Opening Tomorrow of our

Women's Ready-to-Wear Department

Complete lines, comprising the widest
range of styles and pricesLadies' and Misses' Dresses, Coats,
Suits and SkirtsThe most notable showing of Women's Ready-to-Wear ever offered to the trade.
The cream of the market, exclusive designs, lowest prices.

Genuine Leather Coats

Twenty-five new styles of genuine leather coats on display tomorrow at
25% less than the market prices. 750 coats ready for prompt delivery.

Furs

The Fur Department opens tomorrow with a selected assortment
of proven best sellers.

BUSH TERMINAL COMPANY

Bush Terminal Sales Building
42nd STREET EAST OF BROADWAY
NEW YORKBe sure to read tomorrow's Times for full
description of many of our style leaders.

Hats Growing
\$9.00 to \$84.00
Doz.
When you come to meet
let our complete line
of Velvet, Plush, Felt,
Beaver and Vener
SABLE BROTHERS
The Dressing Room 816-818 B-way, New York